



# Opportunity Austin & City of Austin Partnership Update



**Austin  
Chamber**

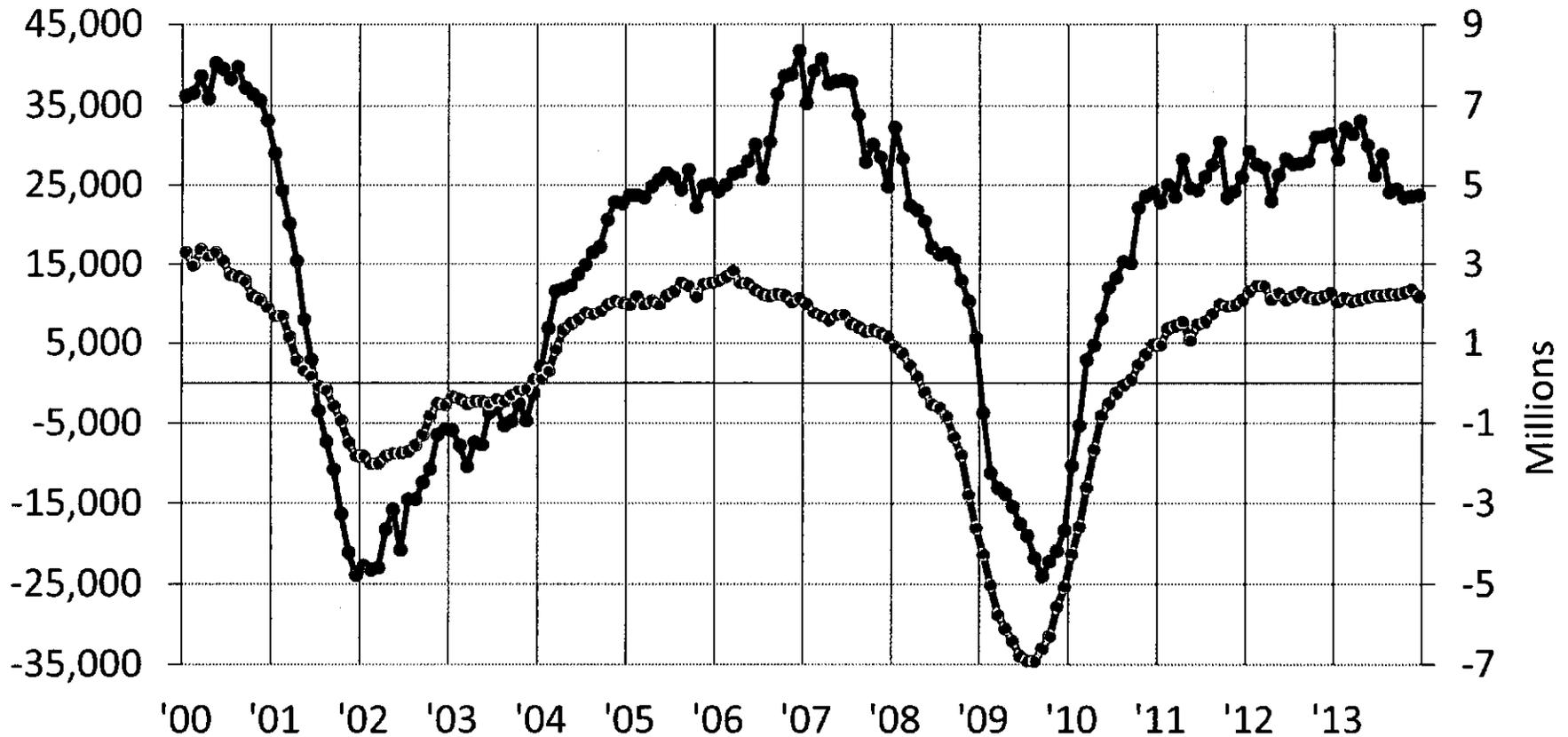
FEBRUARY 13, 2014



# Nonfarm Payroll Jobs Year-Over-Year Change



— Austin MSA — United States



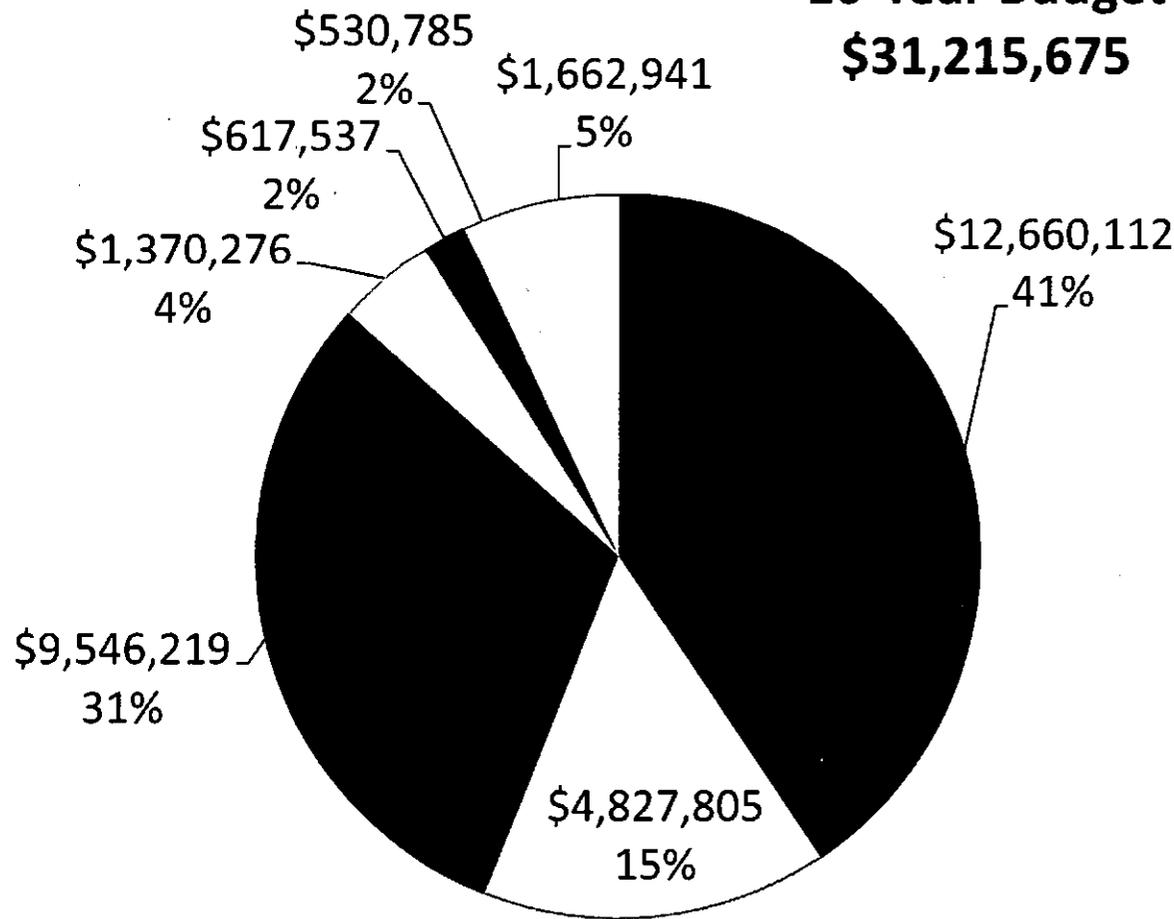
Source: Texas Workforce Commission & U.S. Bureau of Labor Statistics, CES.

# Opportunity Austin Budget 2004-2013



**10-Year Budget  
\$31,215,675**

- Economic Diversification
- Business Retention & Expansion
- Education / Talent Attraction
- Keeping Greater Austin Great / Transportation
- Investor Relations
- Fundraising Campaign
- Opportunity Fund



# Target Industries

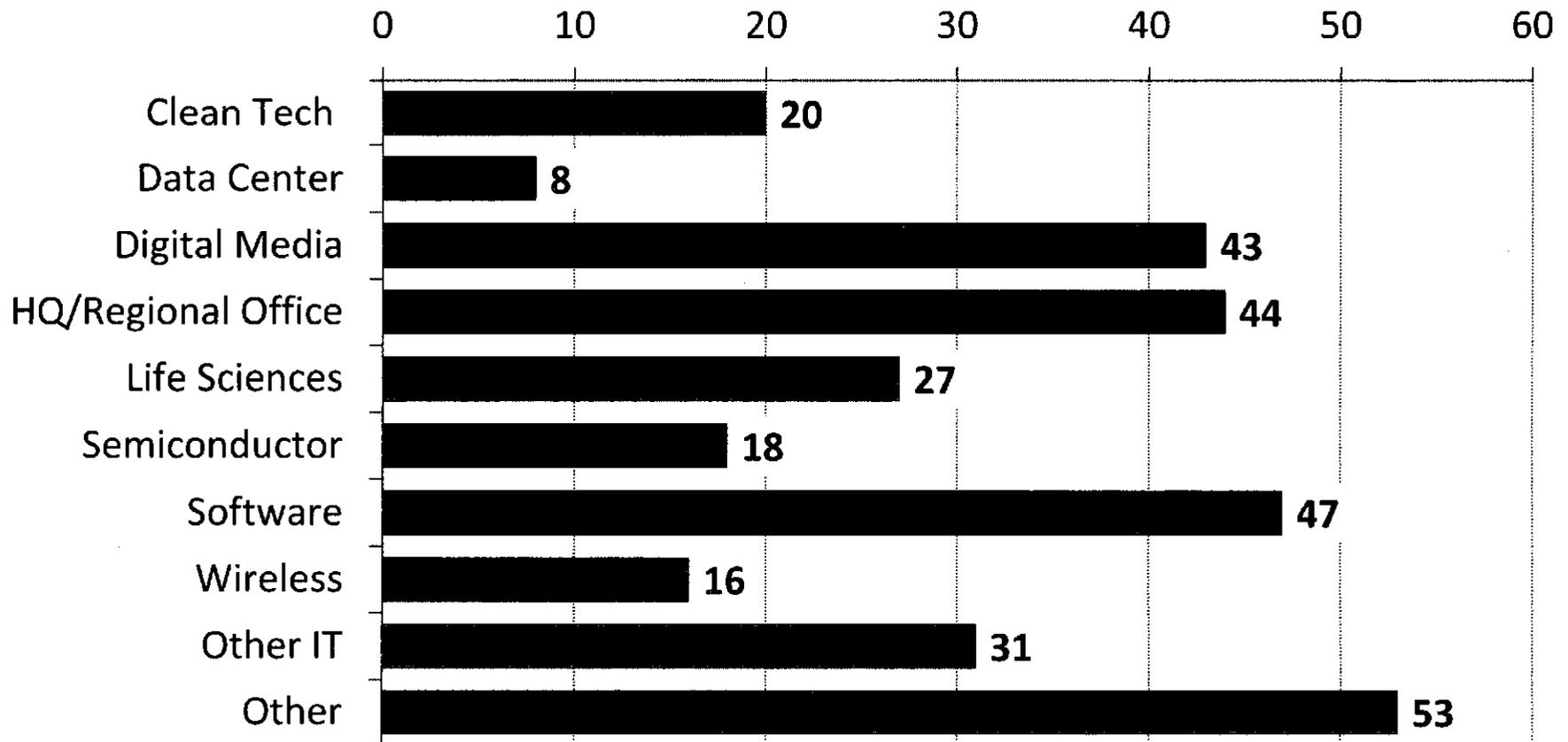


2004	2006	2008	2010	2014
Automotive	Clean Energy	Automotive Tech	Advanced Mfg	Advanced Mfg: semi & other tech, R&D/engineering, plus general mfg
Clean Energy	Creative Media & Consumer Tech	Clean Tech	Clean Energy & Power Tech	Creative & Digital Media: mobile, gaming, ad tech, ed tech, social media, & software
Digital Media	Data Centers	Data Centers	Creative & Digital Media	Data Management: data centers & data analytics
Distribution & Logistics	Headquarters	Creative & Digital Media	Data Centers	Clean Energy & Power Tech: clean, renewable, storage/efficiency, & traditional
Headquarters	Life Sciences	Convergence Tech	Headquarters	Headquarters
Life Sciences	Semiconductor	Headquarters	Life Sciences	Life Sciences: med device, pharm, diagnostics, & healthcare IT
Semiconductor	Software	Life Sciences		
Software	Wireless			
Wireless				

# Opportunity Austin Relocations



2004-2013: 307



# Opportunity Austin 2.0



## Relocations by Sector 2009-2013

	2009	2010	2011	2012	2013
Clean Tech	1	5	3	3	2
Data Center	1		1	1	
Creative/Digital Media	4	6	6	5	7
HQ/Regional Office	2	5	1	3	5
Life Sciences	5	5	1	1	3
Semiconductor		2	1	1	1
Software	1	4	6	6	12
Wireless			7	1	
Other IT	2	1	3	8	7
Other	1	1	5	2	14
Mfg/Non-mfg	4 / 13	4 / 25	5 / 29	5 / 26	14 / 37
<b>Total</b>	<b>17</b>	<b>29</b>	<b>34</b>	<b>31</b>	<b>51</b>

2009	2010	2011	2012	2013 YTD
17 companies	29 companies	34 companies	31 companies	51 companies
547 jobs	3,128 jobs	3,779 jobs	7,047 jobs	5,366 jobs

# Summary of Results

## 2004-2013



### 10-Year Result

New jobs	206,800
Payroll increase	\$10.5 billion
Corporate relocation announcements	307
Out-of-region visits	2,330
Prospect visits	1,361
Regional retention visits	5,989

# Target Industry Sectors OA 3.0: 2014-2018



- Advanced Manufacturing
  - Semi, Tech Manufacturing
- General Manufacturing
- Multimedia Technology
  - Mobile Apps, Software, Music & Film, Education Tech
- Clean Energy /Power Tech
- Life Science /Bio Tech
- Data Management
  - Data Centers & Analytics
- Corporate HQ/Regional Offices

# OA 3.0 Goals 2014-2018



OA 3.0 Goals	Prospected for 2013	Projected Trend	With OA 3.0	Improvement Over Status Quo Due to OA 3.0
Total Private Employment	644, 658	725,422	747,321	21.899
Average Annual Wages	\$57,898	\$65,354	\$68,922	\$3,568
Per Capita Income	\$41,086	\$45,914	\$48,325	\$2,412
Poverty Rate	18.5%	22%	15.8%	- 6.2%
Child Poverty Rate	24.4%	29.4%	22.4%	- 7.0%
Educational Attainment (BA or higher)	40.9%	43.4%	44.6%	1.3%
Commuters Who Drive Alone	74.1%	71.6%	68.7%	- 2.9%
Congestion Index	1.28%	1.32%	1.20%	- 0.12%



**Austin  
Chamber**



**INNOVATE AUSTIN**

**INNOVATION. ENTREPRENEURSHIP.**



**INNOVATE AUSTIN**

INNOVATION. ENTREPRENEURSHIP.

*Innovation is the key driver  
of business and economic  
success.*

**Innovation. Technology. Entrepreneurship.**



# INNOVATE AUSTIN

INNOVATION. ENTREPRENEURSHIP.

## STRATEGY:

- *Talent*
- *Capital*
- *Innovation Ecosystem*
- *Dell Medical School & Innovation Zone*



**A LIST OF THE HOTTEST STARTUPS**

Innovation. Technology. Entrepreneurship.



In Partnership with



## **INNOVATION 2013 HIGHLIGHTS**

- **LAUNCHED “INNOVATE AUSTIN”**
  - **2014 VISION/MISSION/STRATEGY**
- **INCREASE RELEVANT REACH (DISTRIBUTION)**
- **INCREASE # START-UPS (DEALS)**
- **INCREASE FUNDING (DOLLARS)**



**AUSTIN A-LIST**

**A LIST OF THE HOTTEST STARTUPS**

Innovation. Technology. Entrepreneurship.



Austin  
Chamber

In Partnership with

**SX  
SW**

## **INNOVATION 2013 HIGHLIGHTS**

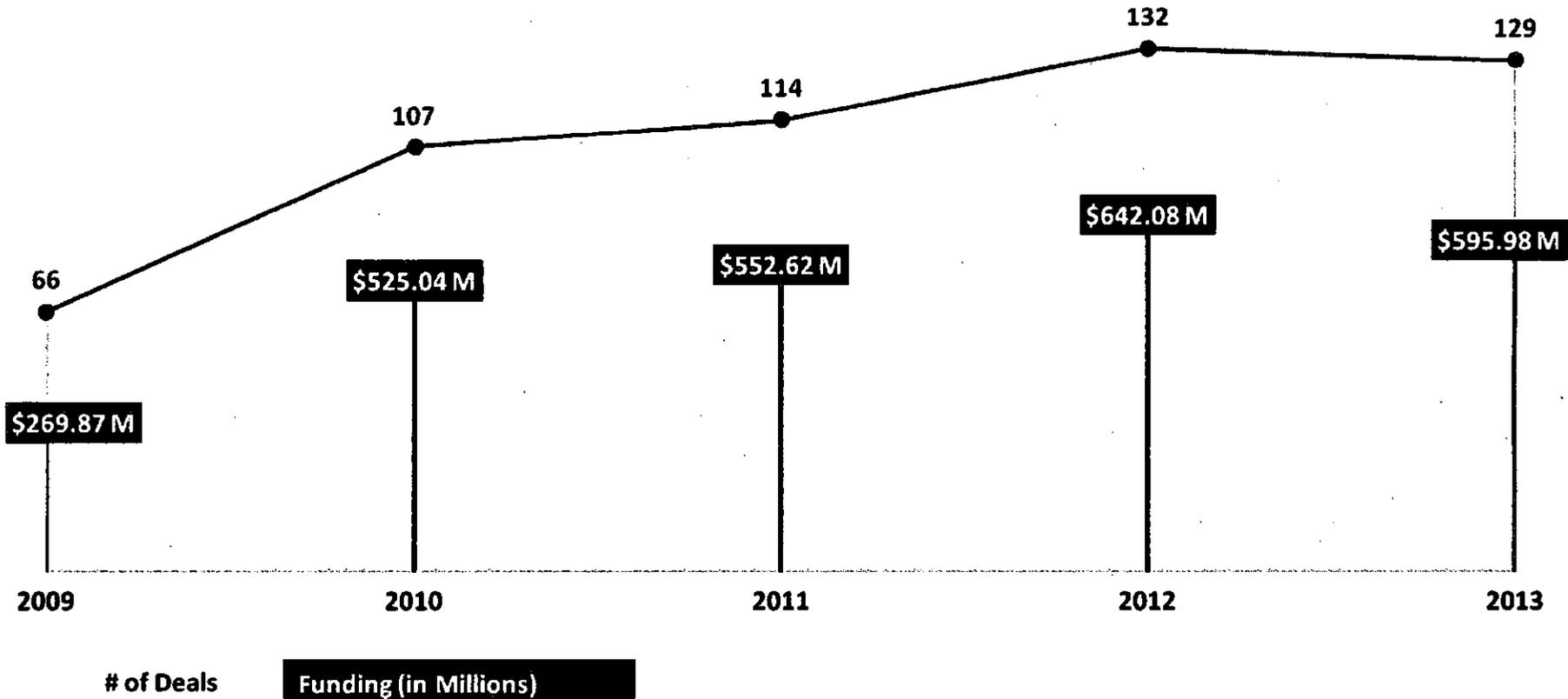
- **INNOVATION NEWSLETTER**
  - 2356 YTD = 44% INCREASE Y/Y
- **VC AND ECOSYSTEM ATTRACTION TRIPS**
  - LA, BOSTON, NY, SILICON VALLEY
- **AUSTIN A-LIST/STATE OF INNOVATION**



# INNOVATE AUSTIN

INNOVATION. ENTREPRENEURSHIP.

## Funding Activity in Austin 2009-2013

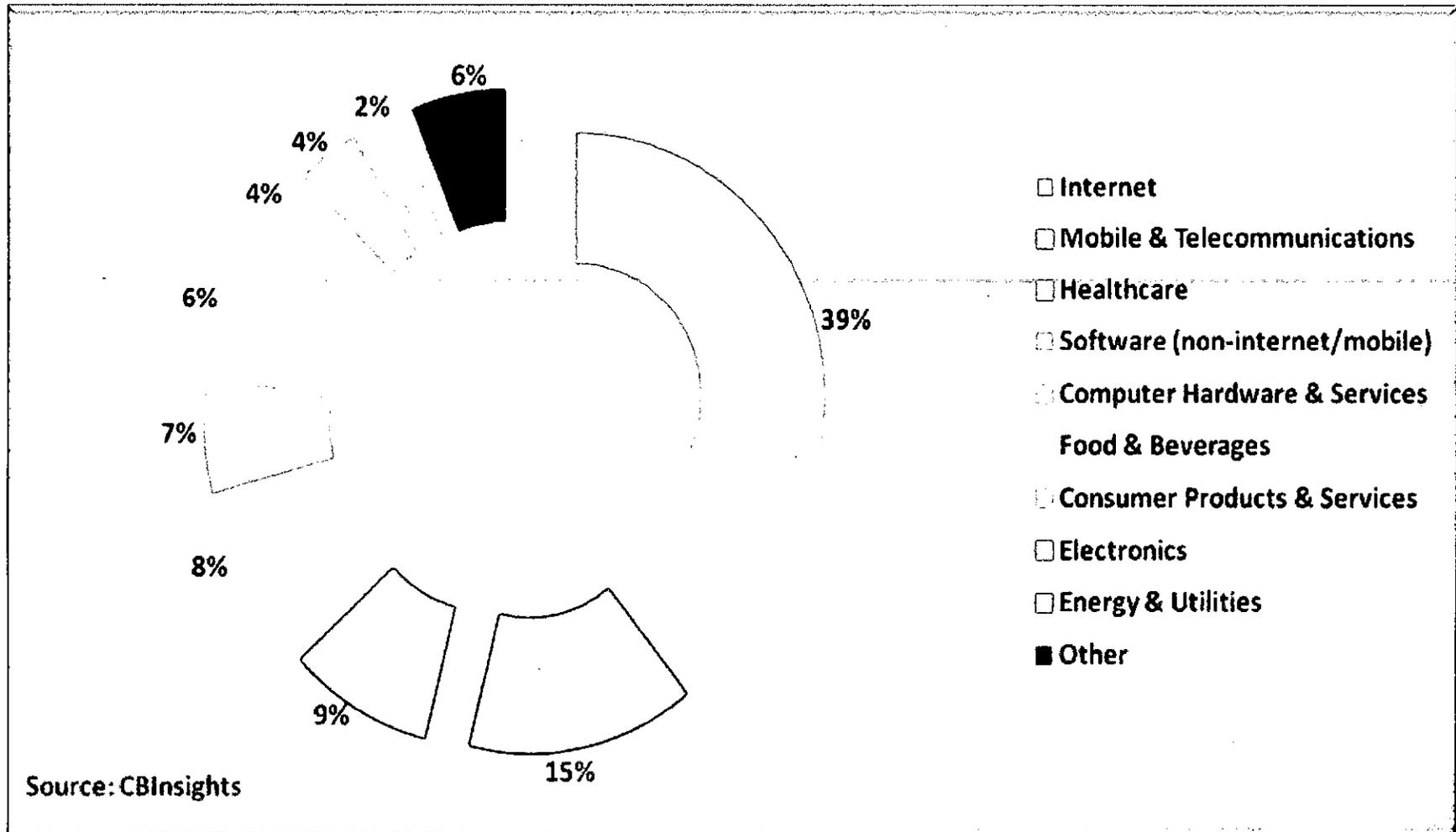




# INNOVATE AUSTIN

INNOVATION. ENTREPRENEURSHIP.

## Sectors Invested in Austin 2013



# A-LIST SEEKS INNOVATIVE, SCALEABLE START-UPS



Innovation. Technology. Entrepreneurship.



In Partnership with



## WHAT IS THE A-LIST?

- The primary goal of A-List is to increase visibility and recognition of Austin's hottest innovators and startups to help recruit additional venture capital investment and top talent to Austin.
- All startup companies, any stage, both tech and non-tech will be considered.
- The winners of this prestigious list will be revealed and celebrated at our Signature Event happy hour, November 7, 2013, featuring SXSW Interactive Director Hugh Forrest, key investors, media, startups, entrepreneurs, innovators and VIP guests.

## MORE QUESTIONS?

Contact Natalie Crouthamel at [ncrouthamel@austinchamber.com](mailto:ncrouthamel@austinchamber.com) regarding A-List nominations, awards or event.

## A-LIST APPLICATIONS NOW OPEN

Are you an innovative, scalable startup company, headquartered in Austin? Then we want you! Any stage startup, in any industry is eligible to apply.

Hurry! Fall 2013 nominations are only open until midnight, October 26th, 2013.

## Nominate Your Company

Not a hot startup, but know an awesome candidate? Spread the word. Help us discover and promote the very best Austin has to offer.

#atxalister

[austinchamber.com](http://austinchamber.com)



**AUSTIN A-LIST**

**A LIST OF THE HOTTEST STARTUPS**

Innovation. Technology. Entrepreneurship.



In Partnership with



## **INNOVATION 2013 HIGHLIGHTS**

### **✓ Fall 2013 Austin A-List Results**

- 159 Startup Nominations
- 788 unique site impressions
- 497 RSVP's, 330 attendees
- 518% increase Summer 2013 RSVP's
- 5 Primary Media + relevant social media



**AUSTIN A-LIST**

**A LIST OF THE HOTTEST STARTUPS**

Innovation. Technology. Entrepreneurship.



In Partnership with



# FALL 2013 WINNERS



**AUSTIN A-LIST**

**A LIST OF THE HOTTEST STARTUPS**



In Partnership with



## Early/Emerging

Atlas

Datafiniti

Filament Labs

Pristine

Shelfbucks

YouEarnedIt

## Growth

Gazzang

How Do You Roll

Uship

WP Engine

## Late

Main Street Hub

Phunware



#atxalister

| [Read the full press release here!](#)



# INNOVATE AUSTIN

INNOVATION. ENTREPRENEURSHIP.

## 2014 Entrepreneur Education Series

### Developing a Funding Strategy

#### □ **Presenters:**

- Evan Loomis, **Quiver Capital**
- Chris Shonk, **Liahona Ventures**
- Ann Benolken, **Norton Rose**
- Morgan Flager, **Silverton Partners**

#### □ **Topics:**

- Pitchbook Design
- Funding Sources
- Pitching to Investors
- The funding road show
- Legal tips for a successful financing



**@Norton Rose Fulbright**

Sold out capacity: 90

Attendees/30 waitlisted



Austin  
Chamber



**INNOVATE AUSTIN**

INNOVATION. ENTREPRENEURSHIP.